FUNDAMENTALS OF COMMUNICATION AND MEDIA

FIRST SEMESTER

BA ENGLISH/MALAYALAM

COMPLEMENTARY COURSE: JOURNALISM

(2012 Admission Onwards)

UNIVERSITY OF CALICUT

SCHOOL OF DISTANCE EDUCATION

Calicut University, P.O. Malappuram, Kerala, India-673 635

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MODULE I

FUNDAMENTALS OF COMMUNICATION

What is communication?

What is communication? If you pose this question to members of a group two things become apparent: Most individuals have difficulty in writing out their actual meaning for the term communication, and there is no uniformity in the meanings.

Communication is not just an act. It is a process. The process of communication includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, pictures, figures, graphs or illustrations. The act of communication is referred to as 'transmission'. It is the process of transmission that is generally termed as communication.

Communication regulates and shapes all human behaviour. Therefore it is important to have a clear understanding of the concepts of communication. What is communication? Why is it Important to us? How does it work? What are the elements in the process of communication? What are the different types of communication that we are engaged in? These questions come to our mind when we study this subject.

Meaning of communication

The English word 'communication 'is derived from the Latin noun 'communis' and the Latin verb 'communicare' which means to make common. Communication is a much hyped word in the contemporary world. It encompasses a multitude of experiences, actions, and events, as well as a whole variety of happenings and meanings and technologies too. Meetings, conferences or even a procession thus can be a communication event. Newspapers, radio, video and television are all communication media and journalists, newsreaders, advertisers, public relation persons and even camera crew are communication professionals.

Communication in its simplest sense is a human relationship, involving two or more persons who come together to share, to dialogue and to commune, or just to be together, say at a festival or a time of mourning. Communication is thus not so much an act or even a process but rather social and cultural 'togetherness'. Communication with oneself, with God, nature, the world of spirits, and with ones ancestors are also forms of communication. Interaction, interchange, transactions, dialogues, sharing, communion and commonness are ideas that crop up in any attempt to define the term communication.

"Communication is the mechanism through which human relations exist and develop". This broad definition, found in a book written by a sociologist, takes in about everything.

In contrast, some people limit their definitions of communication rather narrowly, saying, "Communication is the process whereby one person tells another something through the written or spoken word". This definition, from a book written by a journalist seems reasonable for those in that field.

Some definitions fall in between these two extremes. Carl Hovland, a well known Psychologist, said communication is "the process by which an individual (the communicator) transmit stimuli (usually verbal symbols) to modify the behavior of the other individuals (communicates)". This definition describes what many extension workers hope to achieve. They are constantly trying to change behavior.

According to Joseph A. Devito communication refers to "the act by one or more persons, of sending and receiving messages, distorted by noise, within a context, with some effect and with some opportunity for feedback".

We could find many other definitions of communication. However,"meanings are in people and not words" and it is not likely that we could get a group of any size to agree exactly on one meaning. Besides, an exact definition of the word is not necessary.

Elements of communication

Communication is a dynamic process involving a series of actions and reactions with a view to achieve a goal. It is a two way process that is, the ability to receive is as important as the ability to send. For successful communication, feedback is crucial because it tells how your message is being interpreted. It can make or break the communication process.

The communicator is the encoder, the message is the symbol (Verbal or non-verbal), the channel is one of the transmission medium, the receiver is the decoder, feedback is the response to the message and noise is any interruption that breaks down the communication.

These, in fact are the essential elements or ingredients, which facilitates the communication process. Each element plays an important role in making the communication effective.

1 Communicator (sender or encoder): He is the one who initiates the communication process. An effective communication depends on the communication skills, knowledge level, and attitude of the communicator and how he desires to affect his receiver.

2. Encoding: It is the formulation of messages in the communicators mind, that is, the communicator not only translates his purpose (ideas, thoughts or information) into a message but also decides on the medium to communicate his planned message. He must choose the media (speaking, writing, signaling or gesturing) that the receiver can comprehend well.

3. Message: A message is what a communicator actually produces for transmission using spoken or written words, photographs, paintings, films, posters etc. The success of communication, therefore, depends on what we say and how we say it.

4. Channel: It is the vehicle through which a message is carried from the communicator to the receiver. The channel of communication are many - written word, spoken word, verbal, non-verbal, mass media like T.V, radio, newspaper, books etc.

5. Context: Communication always takes place within a context. It can either restrict or stimulate the communication process. Communication in a class room, funeral home, restaurant and park will be entirely different.

6. Receiver: He is the recipient of the message and must possess the same orientation as the communicator. If the receiver does not have the ability to listen, to read, to think he will not be able to receive and decode the message in the manner the communicator want him to. For effective communication, the receiver is the most important link in the communication process.

7. Decoding: Decoding is the interpretation of the message by the receiver. Actually, the receiver looks for the meaning in the message, which is common to both the receiver and the communicator.

8. Feedback: Feedback is the response to or acknowledgement of receiver to the communicator's message. The exchange is possible only if the receiver responds naturally, directly and immediately. This provides the communicator an opportunity to improve and make his communication effective .Feedback, thus provides an opportunity to evaluate what is right or wrong about a particular communication. It helps to regulate the conversation among two or more individuals and also stimulates and reinforces an idea that is desired to be communicated.

9. Noise: Noise is an interruption that can creep in at any point of the communication process and make it ineffective. Environment is one major cause that interferes with message reception: like noise from the roadside, blaring loudspeaker, faulty transmission etc. For smooth and effective communication it is necessary to eliminate or reduce noise as far as possible.

10. Effect: The consequences of communication are referred to as effect. Communication has always some effect on one or more persons. The effect could be on the source or on the receiver or on both of them.

Types of communication

Communication occurs when at least two elements of a system are present. We often think of communication as an interaction between two people. However, we participate in several communication contexts or levels of communication. The major forms of communication are:

1. Intrapersonal Communication
2. Interpersonal Communication
3. Group Communication
4. Mass Communication
5. Verbal Communication
6. Non-Verbal Communication

The number of persons involved in the process of communication distinguishes these levels. These different forms of communication also differ in the degree of proximity or closeness among the participants in the communication process-both at physical and emotional levels. Another differentiating feature is the nature of the feedback, which could be immediate or delayed.

1. Intrapersonal Communication: This is the most basic of the communication context or levels. It occurs when an individual sends and receives messages internally. We spend most of our time thinking and our thought process is nothing but intrapersonal communication where one person is sending messages and the same person receives them. Intrapersonal communication also has feedback. Here it is called self feedback. Intrapersonal communication is not just a level of communication; it is in fact the very basis of all communication. While participating in the higher levels of communication like interpersonal communication, group communication and mass communication we also indulge in intrapersonal communication. It takes place every moment that we are alive.

2. Inrerpersonal Communication: This is the universal form of communication that takes place between two individuals. Since it is person to person contact, it includes everyday exchange that may be formal or informal and can take place anywhere by means of words, sounds, facial expression, gestures and postures.

In interpersonal communication there is face to face interaction between two persons, that is, both are sending and receiving messages. This is an ideal and effective communication situation because you can get immediate feedback. You can clarify and emphasis many points through your expressions, gestures and voices. In interpersonal communication, therefore, it is possible to influence the other person and persuade him or her to accept your point of view. Since there is proximity between sender and receiver, interpersonal communication has emotional appeal too. It can motivate, encourage and co-ordinate work more effectively than any other forms of communication.

3. Group Communication: Group communication is an extension of interpersonal communication where more than two individual are involved in exchange of ideas, skills and interest. A group is a number of people with a common goal who interact with one another to accomplish their goals, recognize one another's existence and see themselves as part of the group. Groups provide an opportunity for people to come together to discuss and exchange views of common interest. Group communication in a group, small or big, serves many goals including collective decision-making, self – expression, increasing ones effect, evaluating ones status and relaxation. Group communication is considered effective as it provides an opportunity for direct interaction among the members of the group; it helps in bringing about changes in attitudes and beliefs. Group communication has limitations too, as group interaction is time consuming and often inefficient, especially in an emergency. Besides, imbalance in status, skills and goals may distort the process and the outcome sharply.

4. Mass Communication: Mass communication involves communication with mass audiences and the channel through which this kind of communication takes place is referred to as mass media. Both mass communication and mass media are generally considered synonymous for the sake of convenience. The media through which messages are transmitted include radio, T.V, newspapers, magazines, films, records, tape recorders, video cassette recorders etc. and require large organizations and electronic devices to put across the message.

Mass Communication and audience

Whosoever is the recipient of mass media content constitutes its audience. For instance individuals reading newspapers, watching a film in a theatre, listening to radio or watching television are situations where audience are heterogeneous and anonymous in character and physically separated from the communicator both in terms of space and time. A large audience means that the receivers are mass of people not assembled at a single place. By anonymous, we mean that the receivers of the messages tend to be strangers to one another and to the source of those messages. So with respect to the communicator, the message is addressed 'to whom it may concern'. Also the audience tends to be heterogeneous rather than homogeneous in the sense that messages are sent to people in all walks of life and persons with unique characteristics.

Feedback

Feedback in mass media is slow and weak. It is not instantaneous or direct as in face-to-face exchange and is invariably delayed. Feedback in mass media is rather a growing response which the source gets after a considerable gap of time. It is often expressed in quantitative terms like circulation figures of newspapers and magazines, the popularity of movie at box-office, success of the book on the basis of its sales, or the findings of public opinion polls and on the basis of other feedback devices which are used to determine what is acceptable and unacceptable to different audiences.

Gate-keeping

This again is a characteristic unique to mass communication. The enormous scope of mass communication demands some control over the selection and editing of the messages that are constantly transmitted to mass audience. Both individuals and organization do gate- keeping

5. Verbal Communication: Verbal communication refers to spoken messages that we transmit by producing sounds. Our spoken words have greater impact than that of the sword taken out of the scabbard. The speeches of famous leaders and revolutionaries have had the greatest impact on people resulting in movements and revolutions. Oral communication is vital to human relationships in every business organizations as well as social gatherings.

6. Non-Verbal Communication: Non-verbal media has very limited range. Especially, it communicates feelings of likings and disliking and reinforces the feelings expressed through verbal media. Occasionally, it contradicts those feelings, which are expressed verbally by the communicator. The following are the types of non-verbal communication:

1. Facial behavior
2. Kinesics or body movements
3. Postures and Gestures
4. Personal appearances
5. Clothing
6. Proxemics or distances between people as they interact

Functions of communication

Essentially the primary function of communication is to inform, educate, entertain and persuade people. Following are the basic functions of communication:

1. Education and instruction: Communication provides knowledge, expertise and skills for smooth functioning of people in the society. It creates awareness and gives opportunity to people to actively participate in public life.

2. Information: The more informed we are, the more powerful we become. Communication provides information about our surroundings. Information regarding wars, danger, crisis, famine etc. is important for the safety and well being of our life.

3. Entertainment: To break the routine life and divert our attention from the stressful life we lead today we need entertainment. Communication provides endless entertainment to people through films, television, radio, drama, music, literature, comedy, games etc.

4. Discussion: Debates and discussions clarify different viewpoints on issues of interest to the people. Through communication we find out the reasons for varying viewpoints and impart new ideas to others.

5. Persuasion: Communication enables persuasion which can lead to adoption of new practices. It also helps in reaching a decision on public policy so that it is helpful to govern people.

6. Cultural promotion: Communication provides an opportunity for the promotion and preservation of culture and traditions.

7. Integration: It is through communication that a large number of people across countries come to know about each other's ways of life. It develops integration and tolerance towards each other.

Importance of communication

Communication is important both for an individual and also for the society. A person's need for communication is as strong and as basic as the need to eat, sleep, and love. Communication is the requirement of social existence and a resource in order to engage in the sharing of experiences, through 'symbol mediated interaction'. Isolation is in fact the severest punishment for human being

MODULE II

MASS MEDIA

Mass media

Mass media are the vehicles of the mass communication. They have a special place in our life today. Individually or collectively they serve the need of various audiences who have specific preferences. Some audiences want entertainment, sports, news, films, plays, serials, dance, music, etc. Others may have greater interest in news and views. Yet others seek guidance to solve their socio-economic problems. Our world is controlled and dominated by the mass media.

1. Print media

The invention of movable type by Johannes Gutenberg in1455 was a turning point in the history of mass communication. It paved the way for the development of print journalism. Socio, economic, political and cultural changes along with science and technology made print media a technologically advanced form.

Portability of printed matters makes it a unique medium. Newspapers, magazines, or a book follows the reader at any time if he is willing to carry it. Portability and permanence open up a possibility to re-read the matter. A matter printed once is for ever. Print is affordable to everybody now.

Different from other media, print is distributed by human hands. Newspaper boys and their agents are the cores of print distribution.Agencies directly distribute matters. In some cases media organization especially magazines/periodicals seeks help of other agencies like postal services. The process of distribution is absolutely manual.

A periodical appears in a fixed period. It may be in a week, month, and fortnight, bimonthly, quarter or annual. Periodicity and format constitutes some other characteristics of media size and formats are decided by the publishers.

Illiteracy is the major barrier in communication through print. An illiterate cannot understand what is written or printed in a publication. Physical and mental strain is also necessary to assimilate printed matter.

Types of print media

1.Newspaper : News papers is a bunch of loose print papers properly folded , which contains news , views, advertisements etc. and is offered for sale at regular intervals, particularly daily or weekly. The contents of newspapers are mainly news, articles and features, opinion pieces such as editorials, comments, letters to the editor, review, columns and advertisements. News constitutes about 60% of the space in a newspaper. Different types of newspapers cater to various

audiences. There are general newspapers (The Hindu, The Indian Express, Mathrubhumi etc.) and business newspapers (Business Line, Financial Express etc.).The tabloids are the popular papers printed on half the broadsheet size. For example, Mid-Day in India, Sun and Daily Mirror in Britain.

2. Magazines: The dictionary defines magazines as a periodical publication usually with a paper cover, containing miscellaneous articles and often with illustrations or photographs. Broadly speaking there are two types of magazines: general interest magazines and special interest magazines. General interest magazines are those that attempt to cater to a wide variety of reading interest such as India Today, The Week, and Frontline etc. Special interest magazines are those that cater to the interest of a specific profession or groups. Thus business magazines like Business Today are of special interest to the corporate world and to business and finance professionals.

Apart from these media, text books, books, booklets, pamphlets, brochures, folders, periodicals, wall newspapers, publicity and promotional literature also constitutes media for mass reading, information and enlightenment. They are less extensively used as compared to the newspapers and magazines.

2. Radio

Guglielmo Marconi of Italy invented a way to transmit sound without using wires. By 1901, Marconi succeeded in creating a wireless communication link between Europe and North America. In 1906 Lee Forest with John Fleming perfected the audion or the vacuum tube, which made clear transmission of voice and music possible. These developments paved the way for the first ever broadcast that took place on Christmas Eve, in1906 in USA. Later it took ten years of hard work to perfect the radio.

Radio established its place very fast in the minds of listeners. Heavy doses of infotainment including music, drama, talk shows, etc. supplemented with news made radio popular overnight. Soon radio industry developed wide spreading networks and by the 1930's radio became prime mass medium.

Radio broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore though even before the radio clubs launched their ventures several experimental broadcasts were conducted in Bombay.

Radio listeners have grown manifold and the network is expanding a great deal. One of the best advantages that radio has over other media is that it can serve and entertain an audience, which is otherwise occupied. For example, people can listen to it while working at home, in the fields and factories and even while travelling.

Radio's future is a mystery. It is not easy to predict the future of radio. The future of radio would depend in changing regulatory scenarios, technological developments and change of listeners appeal. Radio's current localization and specialized programming will continue. Technologically, radio transmission will improve greatly. FM (frequency modulation) will continue to grow faster and bigger.

3. Television

Television is a glamorous family medium as it does the immediacy of radio with the mobility of cine camera. It can make the best use of other media like printed words, spoken words, motion picture, colour, animation and sound.

In 1923, Vladimir Zworykin, who was born in Russia but became aU.S. citizen patented the first iconoscope; a vacuum tube house a photosensitive plate on which am image could be projected , and an election "gun" scanned the image with a marrow focused beam. A number of successful experiments followed the invention of this first workable television tube. The invention of television was a landmark in the history of mass communication.

Television appeared in the Indian scene in 1950's. An experimental T.V. service was inaugurated on the 15th September 1959 with a limited transmission on 3 days a week. While Doordarshan was the only channel available through 1980's the T.V. in India has completely changed with the arrival of private T.V. channels.

The idea of cable television originated in 1949 as a solution to problems in reception posed mountainous terrains in the states of Oregon and Pennsylvania in the US. In India, cable television made its first appearance in Bombay in 1984. The actual growth and proliferation of cable T.V. in India began after the live coverage of the gulf war by CNN in 1991. Star T.V., a television network with its headquarters in Hong Kong beamed programmes across Asia from 1991 with multiple channels. This marked the beginning of a cable revolution in India. India is considered the world's second largest cable T.V. market after China. Digital T.V. is replacing analog T.V. The first country to make a switch to digital over the air broadcasting was the Netherlands, in 2006.

4. Films

Film is a powerful mass medium which has crossed the barriers of language and literacy. Of all the mass media available to us films are undoubtedly the most expensive and the most glamorous media. Cinema is an audio visual medium and is rich in live effects and demonstrates as well as suggests.

Chroniclers mention that the motion picture originated when Edison invented the kinetoscope in 1893. Auguste and Louis, better known as Lumiere brothers patented a camera on February 13, 1895 which could also project films. They made the first film titled 'Leaving the Lumiere Factory' which lasted for one and a half minute using the newly developed camera and exhibited it at the Grand Café in Paris in1895.

Film history began in India on July 7, 1896 when Lumiere brother's cinematograph unveiled six soundless short films at Bombay's Watson Hotel. The first exposing of celluloid in camera by an Indian (Harishchandra Bhatvadekar) and its subsequent screening took place in1899. The first indigenous feature film Raja Harishchandra was made by D.G.Phalke in 1913.Indian

cinema made a giant leap forward with the arrival of Alam Ara, the first talkie feature film by Ardeshir Irani in March 1931. Regional film also took to art and realism winning many awards and honours in India and abroad in the process.

In its century old existence cinema has faced many challenges. First it was T.V., and then came videocassettes and now it is videodiscs. But the fact that cinema is thriving proves that mass media share a symbiotic relationship and are not mutually destructive.

Recent innovations like the I-max screens which are ten times larger than the traditional 35mm screen, Dolby stereo systems, 16-track recording etc. also has added more allure to films as a medium of entertainment and communication and as an industry, would continue to grow and hold an important part in our social system.

5. New Media

Until the 1980's media relied primarily upon print and analog broadcast models, such as those of television and radio. The last thirty years have seen rapid transformation into media which are predicated upon the use of digital computers such as the internet and computer games. We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication.

Today's New Media
- Will diminish geographical distance
- Allow for huge increase in the volume of communication
- Provide opportunities for interactive communication
- Provide the possibility of increasing the speed of communication
- Allow forms of communication that were previously separate to overlap and interconnect.

New Media includes:

- Websites
- Streaming audio and video
- Chat rooms
- E-mail
- Online communities
- Web advertising
- DVD and CD-ROM media
- Virtual reality environments
- Integration of digital data with the telephone such as internet telephony
- Digital cameras
- Mobile computing

Use of the term new-media implies that the data communication is happening between desktop and laptop computers and handhelds, such as compact discs. To a great extent new media is a convergence and /or extension of graphic design, mass communication, film, video, animation and multimedia. Perhaps the most important theme in new media is convergence.

Internet as a mass media

Internet is the most popular and widely used form of communication network operating at the world level. The internet is a network of compute networks. The users of the internet belong to different age groups, educational groups and income groups. The main functions of the internet as a mass media are the following;

1) Collection, distribution and interpretation of information.
2) Provision of a medium for different types of communication like text, voice, online etc.
3) Entertainment and socialization.
4) Transmission of social heritage from one region to another and from one generation to the next.
5) Enrichment of economy and culture.
6) Provision of a world wide single communication channel.

Various facilities are available in the internet out of which the most interesting facility is World Wide Web (W.W.W.).This facility is highly useful for exchange of documents, pictures and movies to the internet user. We can access information from the internet through websites. A website is a collection of web pages. A web page is a screen of information. There exist millions of web sites in World Wide Web.

The emerging digital landscape poses significant challenge for those concerned with the notion of global culture. On one hand, these new technologies potentially accelerate long-standing trends towards the world culture, insuring access to international markets. It continuously erodes traditional national identities and cultural values.

On the other hand, the multidirectional character of digital communication in mass media may open the global community to more diverse influences, enabling people to maintain stronger ties to their countries and encouraging stronger global consciousness

6. Folk Media

Folk media and traditional media are based on sound image and sign language. These exist in the form of traditional music, drama, dance and puppetry, with unique features in every society, race and region. Various countries like India, have inherited several rich, effective end popular and powerful folk media forms, which were developed over the ages and ensure the emotional integrity of the nation. The development of electronic media transformed the globe into a village but could not overshadow the folk media of different ethnic groups and regions.

Folk media provide for face to face communication. Thus they envisage an audiovisual impact as well as maximum audience participation and instant feedback. These media have three major objectives:

1) Aesthetic Expression
2) Expressional
3) Communicational

These objectives are realized during performances with simultaneous audience involvement creating a live and direct dialogue with the audience.

Folk media convey developmental and educational messages through entertainment, colour and costume. Dance and music remain the heart of the folk theatre. The initial aim of the folk theatre is to give the first impact with sound and sight and then slowly open the audiences mental eye for the message on morality. Thus on one hand it gives expression to the styles and values of the people in spoken word and song, rhythm and spontaneous choreography, on the other hand it acts as a most persuasive communicator and an effective corrective force.

Some of the popular types of folk dramas are Jatra of Bengal, Tamasha of Maharashtra, Nautanki of North India, Yakshagana of Karnataka, Bhavai of Gujarath, Puppetry and streetplay. The popular folk musical forms are Duha and Garba of Gujarath, Powada and Lavani of Maharashtra, Baul and Bhatiali of Bengal, Bihu of Assam, Kajari and Chaiti of Uttar Pradesh, Mand and Panihari of Rajasthan, Chakri of Kashmir and Sna and Dadaria of MadhyaPradesh.

The folk media has the advantage of being close to the hearts and minds of the people, so their appeal is at a personal and intimate level. Further, their familiar format and content, as also local and colloquial dialects used make for clarity in communication. Cross cultural communication hurdles are not encountered here. Folk media are available to all and sundry and enjoyed by persons of different age groups-all at very low cost. The greatest advantage of the folk media over electronic media is their flexibility in accommodating new themes.

The disadvantage of folk media is that it should be used with understanding and sensitivity. Vulgarization could set in if they are left to the mercy of urban elite. A deliberate distortion of the forms could easily alienate the mass.

Functions of mass media

Harold Lasswell (1967), a political scientist who has done pioneering research in mass communication, has noted three major functions:

1) Surveillance of the environment, which means collection and distribution of information concerning events.

2) The correlation of the parts of society in responding to the environment. This includes interpretation of information and also the prescription for conduct in reaction to this information.

3) The transmission of social heritage from one generation to another. This function encompass the communication of information, values and social norms from one generation to another or from members of a group to new- comers

We can use Lasswell's categories with some modification, adding a fourth one, that is entertainment. Entertainment refers to communicative acts, primarily intended for amusement, irrespective of any instructional effects they may have. These four activities are by no means peculiar to mass media; they are the functions of communication in any society.

Dysfunctions of mass communication

Undesirable consequences of media are generally termed as dysfunctional effects. Along with positive and desirable functions media also has certain dysfunctions from the point of view of the welfare of the society.

Narcotizing is one of the chief social consequences of mass media upon audience. According to Lazarsfeld and Merton (1951), "exposures to a flood of information distract the audiences from the real problem and in fact prevent their doing anything about it". This effect was termed as 'dysfunctional' rather than functional.

Apart from informing people, media can also create stereo types by categorizing people on basis of their race, nationality and colour. Repeated reporting of violence in the media can desensitize people who are exposed to such violent content.

We cannot be specific about media being more useful or harmful. It's just about how and to what media the audiences expose itself. Also, with the number of media coming our way, we cannot think of ousting the media from out lives. But how best we can use it in multiple ways will decide our future and progress on a global platform.

MODULE III

MEDIA AUDIENCES

Media audiences

The definition of a media audience depends on ones perspective of the role of communication in society. If for instance we look upon communication as a commodity, a media audience would be no better than a potential market for products and services. On the other hand, if we consider communication to be a tool for persuasion to promote certain view points then a media audience is the mass that need to be indoctrinated.

Mass communication was seen by those who owned newspapers, radio and T.V. stations and by cinema producers mostly as an efficient device to reach messages to very large number of people in a linear fashion. The media users were seen primarily as targets- passive targets for message intake and appropriate action either in voting as desired or buying products advertised or imbibing ideas intended by producers.

The model associated with such an approach was the stimulus-response model (S-R model): the audience receive stimulus from the media or the media give the right stimulus to the users and the users respond appropriately (in the manner intended by the message creator and transmitter) .This was a one-way model intended to rouse the audience to action. The arousal comes from the media.

Another variation of this model was the hypodermic – needle theory also called the magic bullet theory. Magic bullet theory suggests that messages were shot directly into the receiver. It assumes that receivers ate passive and defenseless and take whatever is shot at them. The magic bullet theory also portrays that the media have direct immediate and powerful effect on those who pay attention to their contents.

It took a long time to turn attention from message production, message transmission and the nature of the message itself to the message receivers who belonged to different social strata and acted differently on the basis of their own individual preferences and circumstances.

Individual differences theory

The individual differences theory proposes that each of us has unique qualities that result in our reacting differently to media messages. In other words, the reaction to media content differs according to motivation of audience members, their position to accept or reject a given message, intelligence, beliefs, opinions, values, needs, moods, prejudices, perceptibility etc. Prof. Melvin De Fleur and Sandra Ball Rokeach in their book "Theories of mass communication" states individual differences perspective implies that media messages contain particular stimulus attributes that have differential interaction with personality characteristics of audience members. Since there are individual differences in personality characteristics among such members, it is natural to assume that there will be variations in effects which correspond to these individual differences. This means

that members of an audience are very selective in what they read, listen to or view from the media. It also means that the pattern of understanding and interpretation of one person may be different from that of another who is attending to identical media content. Hence, variables in these differing effects are partially caused by the audience's selective exposure, selective perception and selective retention of mass content. These factors act as barriers between message and effect, thereby limiting the scope of direct impact of mass communication on people.

Selective Exposure

Selective exposure occurs when people tend to expose themselves to various messages or stimuli that are in accordance with their existing opinions and interests and avoid communications which cause dissonance to their beliefs.

Selective Perception

Once the individuals have selectively exposed themselves to the messages in accordance with preferences, they read only those messages which are in accordance with their existing attitudes.

Selective Retention

Selective retention means that we tend to remember things that are familiar to us or that we perceive as corresponding to our pre- conceived ideas

Social relations theory

This theory is the outcome of a study of 1940 Presidential elections in the United States. This study was conducted by Lazarsfeld,Berelson and Gaudel in 1948. Their findings were that broad coverage of the campaign by mass media simply reinforced the initial preferences of the voters. It was only the personal influence or interpersonal relationships that changed the voting behaviour of the voters. Researchers suggest that within the group to which we belong, certain people have a particularly strong influence. These people have been called opinion leaders- individual who, through day to day personal contacts, influence others in matter of decisions and opinion formations. These opinion leaders came from any social, economic or occupational level.

Within different levels of society, there are different opinion leaders. Opinion leaders tends to be better informed and to be heavy users of various mass media. They are influenced by media content. This influence is passed on to others in face to face communication. It was this discovery that generated a two- step flow of communication theory.

Two step flow of communication

This concept was voiced by Paul Lazarsfeld and his associates. According to this theory communication flows in two directions-horizontal and vertical. Horizontally opinion leaders are cultivated and the information is passed from the various mass media to certain opinion leaders and vertically message is passed from these opinion leaders to other people within the population.

Lazarsfeld and his fellow researchers suggested that the flow of communication to the individual was often directed through an opinion leader who played a vital role in both spreading and interpreting the information. They thus proposed a two step mode of communication flow.

Social categories theory

Audience of any media can be grouped into different categories. The way we see and hear and interpret programmes depends upon the culture, language, religion, caste and other groups we are members of, which provides us the frame of reference for interacting with the mass media. Knowledge about the audience helps in formulating messages suitable for different category.

Normative theories of mass media

The media do not operate in a vacuum; they are part of the social, economic and political structure, and they must define their role (or have it defined for them) within the countries where they do business. Every nation places limits of some sort on the freedom its mass media enjoy. Major philosophical theories have evolved to describe what communications should be and do in the societies they serve.

In a thoughtful and widely quoted series of essays developed for the National Council of Churches, Fred S.Siebert, Wilbur Schramm, and Theodore Peterson examined the social systems the media of mass communications have functioned in historically and philosophically. They found four distinct patterns of control: authoritarianism, libertarianism, the Soviet theory and the social responsibility theory. Denis McQuail added two more theories to the original set of four. He concedes that these theories "may not correspond to complete media systems" but "they have now become part of the discussion of press theory and provide some of the principles for current media policy and practice". A brief description of these theories has been given as below:

1. Authoritarian Theory

In authoritarianism, the oldest and most common relationship between the communications media and society and government, the people are under the control of strong leaders. Individual men and women are regarded as ignorant and weak until they organize themselves into a state. Then, given a sense of direction and unity of purpose by their leader-king or Queen, Czar, emperor or military dictator- the society can move forward. Benefits accrue to a united society, and eventually these benefits trickle down to individual members. The people obey their leaders, who in turn provide protection as well as guidance.

The mass media in a society operating under authoritarian theory must contribute to the objectives of the state, or at least not hinder them. This means, for example, that the press may not print both sides of a story; in an authoritarian society there is but one side, and one side only. Anything that suggests otherwise will undermine the progress of the state. Plato, among others, argued against free speech. He warned that unrestrained discussion encourages arguments, which in turn leads to factions; factions then threatens to divide the country, leaving it weak and vulnerable.

Authoritarians used various devices to enforce co-operation of the press including licensing censorship of material before publication, the granting of exclusive printing rights to favoured units of the press, and swift harsh punishment of government critics. Authoritarian leaders expect to control the mass communications media, keeping them in line and silencing individuals who make waves.

2. Libertarian Theory

Libertarianism represents another, diametrically opposed viewpoint about the nature of humanity. A product of the age of reason, libertarian theory places a much higher value on the individual. Men and women are inherently rational, say libertarians, and they can operate and develop without the state's heavy-handed direction. If they are given the facts, individuals will usually respond properly and responsibly to them.

The great apologists of this theory were John Milton, the epic poet (in his Aeropagitica) and John Stuart Mill (in his essay 'On Liberty'). A free press is seen as essential to a free society and the dignity of the individual. Dramatic breakthrough in publishing technology aided the search for truth through reason.

The media of mass communications play a role of the first magnitude in a libertarian society. By conveying a diversity of opinions to the community, the press creates a marketplace of ideas, the forum through which people debate opinions and in which truth will ultimately prevail.

Fortunately for mass communications in America, libertarian philosophy had reached certain fruition by the time the national government was taking shape. Freedom of expression thus became an integral part of the new constitution.

Libertarianism is the freedom to be wrong as well as right; views that are irresponsible, or even dangerous, can be offered for approval in the intellectual market place. The true libertarian is unworried by the clamor, serene in the belief that false ideas will be discredited and truth will sooner or later carry the day. It is chancy philosophy, but our great system of mass communications was built on it and is permitted to exist because of it.

3. Soviet Communists Theory

The newer form of authoritarianism is the Soviet theory, still operational in much of the world despite the disintegration of the former Soviet Union in the early 1990's.Thje Soviet theory differs from other authoritarian frameworks because it replaces mere regulation, which can be passive, with a vigorous activism. In authoritarianism, the government controls the media, under the Soviet theory, the government is the media.

As he attempted to establish Marxist philosophy in Russia in the years before and after the 1917 Communist Revolution, Lenin shrewdly employed the media of mass communications as a weapon, capable of imparting motivation- if not fear- and instruction to the people. Owned and operated by the government, the news media in a Soviet style system are deeply involved in keeping the government functional. Under the Soviet theory, newspapers, magazines, radio, and television comprise a social force that defines goals, spurs workers to action, recognizes positive attainments and criticizes sloppy performances. The media carry much more than merely the party line. Under the Soviet theory, the media of mass communications may do much more than inform and entertain. They may serve as motivators, police, lecturers and even nation builders.

4. Social Responsibility Theory

The social responsibility theory can be said to have been derived from the Hutchins Report (entitled A free and responsible press: A general report on mass communication: newspapers, radio, motion pictures, magazines and books).The Hutchins commission on freedom of the press (1947) was a private organization established and financed by Henry Luce of Time magazine.

Robert Hutchins, The chairman of the commission, was the Chancellor of Chicago University at the time, and he was assisted by twelve others who were experts in different fields. The report appeared in two volumes: The first on newspapers, the second on the other media.

The commission found that the free market approach to the press freedom has not met the informational and social needs of the less well off classes; in fact, it had increased the power of a single class. There was little expression of diverse views; the emergence of radio, film and television also suggested that some public control and some means of accountability had become necessary.

Social responsibility theory has a wide range of application since it covers several kinds of private print media and public institutions of broadcasting, which are answerable through various kinds of democratic procedure to the society. The theory has thus to reconcile independence with obligation to society. It is assumed that the media do serve essential functions in society, especially in relation to democratic politics. Media should accept an obligation to fulfill those functions- not only in the sphere of information and the provision of a platform for diverse views, but also in matters of culture. It should give maximum emphasis on media independency, consistent with their obligations to society. The theory states that media should also follow certain standards in work. It can be seen that social responsibility theory has to try to reconcile three somewhat divergent principles: of individual freedom, of media freedom and of media obligation to society.

The Hutchins report led to the establishment of press councils, the drawing up of codes of ethics, anti- monopoly legislation, and to press subsidies to small newspapers. State and public intervention in the exercise of free expression was therefore considered legitimate under certain circumstances.

Theodore Peterson, Wilbur Schramm and Fredrick S. Siebert's theories were intended to be normative, meaning that "they do not attempt to stipulate how social systems do operate, but rather with specifications of how they should or could work according to some pre- existing set of criteria". An evaluation of the theories should, therefore, not find out if they provide perfect descriptions of the various political systems, but rather if the approach leads to a valuable understanding of the mass media's position in society.

5. Development Media Theory

The limited application of the four established theories of the press to the experience of non- aligned countries of Asia, Africa and South America has led to the birth of a new media theory. This new theory aims to utilize communication media to carry out the development functions in a society.

Development media theory favours democratic grass-roots involvement to a certain extent. It emphasized on a right to communicate based on Article 19 of the Universal Declaration of Human Rights: Everyone has the right to freedom of opinion and expression; this right includes of freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers.

A common factor in the experience of the majority of the non- aligned countries is the dependence on industrialized countries for both hardware and software. Another common factor is the commitment of these nations to social and economic development on their own terms; they would like to employ the mass media as tools for 'development', for 'nation building'. The larger national interest and the public good are of paramount importance to them. Hence the stress on 'development communication' and 'development journalism'. According to the development theorists, journalists have the responsibility to support national governments in their effort at eradicating illiteracy, promoting family planning, promoting national integration, and increasing production and employment. The weakness in the theory is that development is often equated with government propaganda.

6. Democratic- Participant Media Theory

Denis McQuail states that it is most difficult to formulate this theory, partly because it lacks full legitimization and incorporation into media institutions and partly because some of its tenets are already to be found in some of the other theories.

The main feature of the democratic participant theory relates to the needs, interests and aspirations of the active receiver in a political society. It is concerned with the right to relevant information, the right to answer back, the right to use the means of communication for interaction in small- scale settings of community, interest group and sub- culture. This theory has a mixture of theoretical elements, including libertarianism, utopianism, socialism, egalitarianism, environmentalism and localism.

It strongly opposes the commercial, political or bureaucratic control of the media, which exist to serve audiences, not the interests of government or commercial enterprises. The 'demassification' of the media, according to this theory, is as vital as democratization. The ultimate purpose is to put the media in the hands of communities for their own liberation through a process of conscientization.

All the theories of mass communications are practiced in the world today. Some publications in the United States and Western Europe, for example, energetically test the outer limits of libertarian theory in virtually every edition, while others possess a well developed sense of what they regard as 'social responsibility'. The press of many nations, along with the broadcast operations of most nations continues to function under some degree of authoritarian control. The activist Soviet theory, no longer in place in the former Soviet Union, nevertheless remains in effect throughout China and in a number of development countries as well.

MODULE IV

MEDIA ISSUES

Marshall McLuhan and the concept of global village

During the 1960's a Canadian literary scholar, Marshall McLuhan, gained worldwide prominence as someone who had profound understanding of electronic media and its impact on both culture and society. McLuhan coined several phrases and terms that have become part of the common vocabulary we use to talk about media and society.

Marshall McLuhan suggested the term global village to refer to the new form of social organization that would inevitably emerge as instantaneous, electronic media tied the entire world into one great social, political and cultural system. McLuhan didn't bother to concern himself with questions about control over this village or whether village members would be exploited. To McLuhan, these questions didn't matter. He was more concerned with microscopic issues, with the impact of media on our senses.

Implied in the optimism of McLuhan and others is the fact that the world is the world of the elite and the well-to-do who have the access to the latest tools of information technology (I.T). The global village is also the village of the majority of the world's population who are suffering illiteracy, ill- health, malnutrition, unemployment and miseries of all kinds- McLuhan and the optimists have nothing to say about them, except perhaps jettisoning them from spaceship earth.

McLuhan's prediction that the world would shrink to a global village has, according to many, come true or is coming true, especially with all the new electronic developments and accessibility to any part of the world. In the global village, information technology will make everyone knowledgeable and all will share the same experiences.

Digital Divide

The digital divide is not confined to individuals or a section of a society in a country; it is so widespread that it has given rise to concern all over. In a leading article in the choices (June2000), the UNDP magazine it was stressed that developing countries must do all they can to bridge an ever more apparent digital divide- the inequalities created by differences in ICT availability, access affordability and capacity. The divide runs between North and South, rich and poor, young and old, literate and illiterate, men and women, and urban and rural dwellers.

Far from helping, the information explosion is seen as a major contributing factor to the growing gap between rich and poor, both within and between countries. As high technology comes to make up an increasingly important part of the global economy, poorer countries with fewer resources and less well educated workforces are being left further and further behind. The information gap is real and growing.

Media Imperialism

The issue of media imperialism resonates with the old phenomenon of colonialism; except that it is more pervasive today; its nature and scope has changed. Media imperialism has various manifestations; monopolization of media, concentration of media industries or domination or control of the third world and developing countries media by the capitalist- western media.

In effect the concept of media imperialism and the globalization of culture are inextricably linked. Global communications are owned and controlled almost exclusively by first world corporate interest and largely by a handful of US transnational conglomerates. In this sense a worldwide 'McDonalds and Madonna' culture as promoted by television and the mass media, is seen as powerful and threatening to local identity, creating economic dependence, social pacification and cultural displacement

Media internationalization probably does lead to more homogenization or cultural synchronization. This process implies that the decisions regarding the cultural development of a given country are made in accordance with the interest and needs of a powerful central nation and imposed with suitable but devastating effectiveness without regard for the adaptive necessities of the dependant nation. As a result, cultures are less distinctive and cohesive and also less exclusive. While such a global media culture may appear value free, in fact it embodies a good many of the values of western capitalism, including individualism and consumerism hedonism and commercialism. It may add to the cultural options and open horizons for some, but it may also challenge and invade the cultural space of pre- existing local, indigenous, traditional and minority cultures.

Censorship and self- regulation

Censorship is a widespread practice, sometimes limited to particular subjects (pornography, obscenity, violence, religious matters, delicate issues in international relations, foreign dignitaries, protection of the young, etc.) but often covering subjects potentially disturbing to the leading elite or groups in power. Prohibitive censorship may be based on laws, more often on discretionary powers or even abuse censorship exercises coercion in innumerable ways☺a)as prior censorship where material is submitted to a censor for approval before it is reproduced and distributed ; b) as post publishing, but pre-distribution censorship, whereby a newspaper or book is subject to reviews before it is released ; c) post distribution censorship, where copies of material that has been disseminated are confiscated; d) issuance of government instructions on how stories about selected events and issues should be slanted; e) lists of prohibited stories or subjects; f) pre- dispatch review of foreign correspondents cables; g) banning, seizing or deleting imported publications, films and other imported items; h) suspension or banning or seizure of publishing, printing or broadcasting facilities; i) boycotts of individual authors or banning of particular manuscripts; j)establishing an Index of prohibited publications; k) expelling individuals from writers or journalists professional organization thus depriving them of possibilities to publish. Obviously the very existence of these measures often leads to a large amount of self- censorship on

the part of journalists and editors. Self- censorship is the act of censoring or classifying one's own work (blog, books, films or other means of expression) out of fear or deference to the sensibilities of others without an authority directly pressuring one to do so. In many instances all or some of the above measures are extended to the theatre, cinema, music, art, broadcast entertainment and other cultural fields.

Right to Information Act

The right to information has been recognized as the fundamental human rights, which upholds the human dignity of all. It is essential to ensure accountability and good governance. new social movement in India have urged conscientization and collective action so that people can perceive these real needs, develop strategy and plan to overcome their flaws.

The efforts t to bring in legislation to release information in public interest goes back to the time when India was newly independent. There were objections to the Official Secrete Act ever since 1948.

National campaign for people's right to information (NCPRI) was founded in 1996. Its founding members include social activists, journalists, lawyers, professionals, academicians etc. It is a movement committed towards making government and society more transparent and accountable. It seeks to empower people and to deepen democracy through promoting peoples right to information. As a first step, the NCPRI and the press council of India formulated an initial draft of a right to information and it was submitted to government of India in1996. Govt. finally introduced the freedom of information bill in Parliament in 2002. These formed the basis for subsequent Right to Information Bill introduced in Parliament on 22 December 2004. Most significantly under the NCPRI suggestion, it did not apply to the whole country but only the Union Govt. The Bill was referred to a standing committee of Parliament and to a group of ministers. In the next session, the bill was passed, over a hundred amendments introduced by the Govt. to accommodate the recommendations of the Parliament Committee and the group of ministers. The jurisdiction of the Bill was extended to cover the whole of India. The Right to Information Act came into effect all over India from 13th October 2005.

The Right to Information means the right to:

- Inspect work, documents records.
- Take notes, extracts or certified copies of documents or records.
- Take certified samples of materials.
- Obtain information in form of printouts, discs, floppy, tapes or any other mode.

Even as steps are taken to ensure openness in matters affecting the public, there has to be greater sense of responsibility on the part of users of information in the media and elsewhere. Journalists must ensure that they seek information in public interest and not as agents of vested interest.

The Whistleblowers Protection Bill 2012

Whistleblower protection in India refers to provisions put in place in order to protect someone who exposes alleged wrongdoing. The wrongdoing might take the form of fraud, corruption or mismanagement. India does not have a law to protect whistleblowers; however, the Public Interest Disclosure and Protection to Persons Making the Disclosure Bill, 2010 was approved by the cabinet of India as a part of a drive to eliminate corruption in the country's bureaucracy.

Activists are seeking a quick passage of the whistleblowers Protection Bill in the Parliament; the law intends to protect whistleblowers, facilitate the disclosure of information and uncover corruption and deceptive practices in Government organizations.

In June 2011, a Parliamentary panel recommended that ministers, the higher judiciary, security organizations, defense and intelligence forces and regulatory authorities be brought under the whistleblowers' protection bill to check corruption and the willful misuse of power.

According to Indian law reports, the bill has faced considerable criticism because its jurisdiction is restricted to the government sector and encompasses only those who are working for the Govt. of India or its agencies; it does not cover the state government employees.

The lack of public debate and consultation on the bill seems to indicate the danger of it becoming another 'paper tiger'. Typically, ministries proposing draft legislation involve a process of pubic consultation to give the public an opportunity to carefully critique its provisions. In this case such an opportunity has been denied to the pubic, which has not gone unnoticed.

The bill aims to balance the need to protect honest officials from harassment with protecting persons making a public- interest disclosure. It outlines sanctions for false complaints. However, it does not provide a penalty for attacking a complainant. The bill has a limited definition of disclosure, and does not define victimization. Other countries (such as the United States, United Kingdom and Canada) define disclosure more widely and define victimization.

Notwithstanding these the draft bill aimed at protecting whistleblowers is seen as a welcome move. If enacted, the law to protect whistleblowers will assist in detecting corruption, ensuring better information flow and paving the way for successful prosecution of corrupt individuals through clear processes.

An overview of mass media in Kerala

The mass media landscape in Kerala is unique as it has a highly educated and enlightened audience. The media exerts a strong influence on public opinion. There are a wide variety of English and language periodicals expressing divergent views. The broadcast media have wide dispersion because satellite dishes and cable systems are widely available. The numbers of internet users are steadily increasing as most prominent dailies have online editions.

A critique of mass media in India

The globalization era, which has reached the Indian economy via competition and investment from overseas in the media industry, seems to have transformed the media industry in India, which is going through one of its most exciting phases in post-independence times.

When the government of India reversed its protectionist economic policies in the1990's to allow foreign investment and goods to flow into the country to increase the domestic industrial sectors efficacy, it also opened the country to foreign ownership. Television was the first to experience the defacto regulation, and as a result of the entry of foreign and private channels, the industry was transformed from a government owned single network to a multi channel industry. The 1990's are a watershed era in the history of Indian radio for at this time it made a spectacular return as a medium of development and entertainment. The Supreme Court judgment in1995 which ruled that broadcasting could not be treated as a monopoly by the government, organizations, or individuals, led to a spurt in the leasing of air time by AIR. The opening of Indian doors to satellite television from overseas was not confined to its television industry alone. Technological advances and the introduction of entrepreneurial media management strategies also changed the traditional print media industry in India. As a result, newspaper circulation has continued to grow in India, particularly in non-english languages where print media adopted a strategy of localization of news to reach smaller towns and rural India. The threat from the internet is real, and most Indian newspapers have their own online news portals. However, as internet penetration grows, people will access information online, putting pressure on newspapers.

At the present juncture, India, the Indian society and the Indian press are all in transition. The trend that the Indian press is witnessing today is bound to gather strength, while some others are bound to emerge in the wake of rapid technological innovations and developments.

MODULE V

PUBLIC RELATIONS

Definition

We live today not in an age of total independence, in which all of us are not completely independent and are reliant upon one another for the satisfaction of our social, economic, political and religious needs. On the other hand these are the days of independence in, which all of us are increasingly reliant upon one another. The interdependence between individuals, groups, corporations, business houses and the government has created the need for a new discipline and philosophy as a function of management, which may be referred to as Public Relations.

According to the British Institute of public relations, "public relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics". Scott M. Cutlip and Allen H. Centre define it in the following way: "PR is the management function which evaluates the public attitude and identifies the policies and programmes in co-operation with publics. Public relation is the management function that identifies, establishes and maintains a mutually beneficial relationship between an organization and its public on whom its success or failure depends".

Public relations can be a positive influence in prompting a good government, co- operation between nations, orderly administration, mutual trust and understanding between the management and employees and even harmony within the family.

Scope of public relations

The need for public relation today is inherent in the very nature of modern business and government. Business cannot rest satisfied with production, distribution and the making of profits. It must involve itself with community activities and inform the public on a regular basis what its achievements and failures are. The various publics it has direct relations with (distributors, retailers, customers, opinion leaders, government) must understand the nature of business and why it is important to the community. Public relations in business provide a channel through which business can talk to various 'publics' and the 'publics' in their turn can talk back to business.

In a consumer oriented world order competition determines success. Public relations act as an important tool in maintaining competency. Modern market considers public relations as a discipline to study and practice .Well planned efforts can be seen behind every public relations activities. Most celebrated institutions run a public relations department to promote and co-ordinate public relations activities.

Role of public relations

Pubic relations is managing relations with various publics, a role that grows in importance as reputation becomes ever more critical to business success. Companies must forge good relationship with the publics. The cornerstone of a good relationship is trust and trust is based on open and honest communication.

A good relationship also requires a willingness to listen, and true public relations is a two-way process. PR professionals recognize that to manage relationships, they must understand and respect public concerns and viewpoints.

In effect, corporate public relations professionals frequently play the role of an outsider. By questioning decisions and their impact on customers, the community, employees and others, public relation professionals bring the public perspective to an organization, fostering its ability to be responsive to public concerns. With corporate integrity central on the minds of average citizen, the role of public relations today is most critical than ever before.

Tools of public relations

Public relations practitioners use modern methods or tools of communication and persuasion to bridge the communication gap between public and organization since every activity of people in connection with an organization mark public relations activities. Modern public relations department use various tools. Only those who know the strength and weakness of each of the following tools can effectively use them.

Tools

1. Written word-Newspapers and periodicals, house journals , advertising
2. Audio- visual- Radio, T.V, Films.
3. Other media- Photographs, folk-media, exhibitions.
4. Oral communication

Written word: Printed matters are the most important medium of exchange between an organization and outside world. There are a wide variety of printed materials produced by an organization for internal and external use. Posters, catalogues, booklets, leaflets, direct mail brochures, letterheads, etc. come under this category.

Press release: The usual way of issuing information to the press is by writing a press release. A press release is official, authorized statement about the policies and activities of an organization.

Press conferences: The holding of the press conference has become an accepted means of issuing information to the press. To conduct press conference on behalf of his/her organization is one of the functions of a public relations officer.

House Journals: The house journal is a regular or occasional publication, which is distributed free to all employees, and sent out to dealers, shareholders and other well-wishers of the company. The journal enters the home of most workers and thus helps information about the company to reach the public. The overall function of a house journal is to act as bond between far-flung members of a corporate family.

Most house journals give prominence to messages from the company's Chairman, to glossy pictures of workers kids and to articles by executives. The achievements of the company and of the employees on the sports field, in competitions and in community activities are also highlighted. In the ultimate analysis, the house journals is an excellent tool of publicizing the company's achievements

Advertising: Advertising is also very effective medium for communicating public relations purposes. Traditionally, organizations have used advertising to sell products but lately, firms use advertisements for purposes other than product promotion. Public relations advertising focused on the general image of the company wished to convey and the public issues it wished to confront.

Radio: Radio is primarily a medium of news and entertainment with commentaries, talk shows and debates. Its use as a public relations tool must be approached within this context. The following are ways to reach rural audience:

1) Through news and informational programmes.
2) Through entertainment programmes.
3) Trough feature programmes.

Television: Television has impact and realism, is welcomed everywhere, and is readily available as a publicity medium for practitioners who will take the time and trouble to learn to use it.

Films: The film is a very powerful medium of public relations. It occupies an important place in public relations as a medium of communication, instruction, education, entertainment marketing, research etc. It brings the audience in direct contact with facts and ideas through sight, hearing and emotions. It thus makes a direct impact on the captive audience.

Photographs: Photographs and illustrations are an important aid to public relations. The first point to appreciate is that photographs always lend authenticity. Photos of programmes by organizations, pictures on developments and products are used as important documents in various campaigns.

Folk media: The use of traditional medium for communication according to modern needs is a very delicate affair. The PR man can make clever use of traditional media for his campaigns, particularly in the rural areas. The expression is informal, spontaneous and intimate, encouraging audience participation and often involving the entire village or community. Public relations practitioners should dig into the wealth and adapt these media with the help of modern techniques, in the desired forms.

Exhibitions: Exhibitions are an important medium to project an organization's materials, processes, products or its activities, services and ideas to the public. It offers an excellent opportunity for personal contact with prospective consumers, customers or dealers Most of their queries can be answered on the spot and others noted for follow up action.

Oral communications: Every public relations activity begins by using spoken words. Oral communication is used in consumer dealer community and stock holder relation programmes. Oral communication may be carried on through meetings, telephone calls, speeches, panel discussions, counseling, etc.

Internet in public relations

The internet is the world wide, publicity accessible network of interconnected computer networks that transmit date by packet switching using the standard Internet Protocol (IP). It is a network of networks that consists of millions of smaller domestic, academic, business and government networks which together carry various information and services, such as electronic mail, online chat, file transfer and the interlinked web pages and other documents of the World Wide Web. Public relation firms and practitioners are taking advantage of the opportunities in new media through interactive PR practices.

Public Relations Society of India

Public Relations Society of India was established in 1958. It is a professional body of public relations practitioners in the country. It provides individual, associate, corporate and student membership. The society is affiliated to International Public Relations Association.

Public Relations Society of India publishes a quarterly journal titled Public Relations to promote the cause of this profession. It also organizes annual conference in different parts of the country. The society has created an India foundation for public relations education and research as a trust in New Delhi.

Ethics and professional code

Today we live in an age of rapidly expanding specializations in various spheres of our activity. This naturally calls for code of ethics and principles. Each profession like medicine, law, education and even politics is governed by its respective code of ethics and principles.

The code for public relations is body of rules. A code is a collection of moral and legal laws or rules. Ethics is a study of morals.

The International Public Relations Association (IPRA) was set up as a Para- national organization in May 1955, to raise standards of public relations practice in various countries and to improve the professional quality and efficiency of pubic relations practitioners. An international code of ethics was adopted by IPRA council at a meeting in Athens held in 1965. This code is referred to as The Code of Athens. It was modified in Tehran in 1968. The interesting feature about this code is its success in setting ethical standards which are internationally acceptable.

International Code of Ethics for Public Relations was adopted by the PRSI at the first All India Public Relations Conference, New Delhi, on April 21, 1968. The following is the code of ethics for PR practitioners.

1) To observe in the course of his professional duties the moral principles and rules of the "Universal Declaration of Human Rights".
2) To establish communication patterns and channels by fostering the free flow of essential information.
3) To pay due regard to, and uphold human dignity, and to recognize the right of each individual to judge for himself.
4) To establish the moral, psychological and intellectual conditions for dialogue in its true sense.
5) To act in all circumstances in such a manner as to take account of the respective interests of the parties involved; both the interests of the organization which he serves and the interests of the public concerned.
6) To carry out his undertakings and commitments which shall always be so worded as to avoid any misunderstandings and to show loyalty and integrity in all circumstances so as to keep the confidence of his clients or employees, past or present and of all the public that are affected by his action.

Shall refrain from:

1) Subordinating the truth to other requirements.
2) Circulating information which is not based on established and ascertainable facts.
3) Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity and
4) Using any 'manipulative' methods or technique designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.

Corporate Communication

Corporate communication is the communication issued by a corporate/ organization/ body/institution to all its publics. The term corporate communication can be defined as the set of activities involved in managing and orchestrating all internal and external communications aimed at creating favorable starting points with stakeholders on whom the company depends. Corporate communication consists of dissemination of information by a variety of specialists and generalists in an organization, with the common goal of enhancing the organizations ability to retain its license to operate.

Scope

Corporate communication serves as the liaison between an organization and its public. How an organization communicates with its employees, its extended audiences, the press and its customers bring its values to life. Corporate communication is all about managing perceptions and ensuring:

* Effective and timely dissemination of information
* Positive corporate image
* Smooth and affirmative relationship with all stakeholders

In today's age of increasing competition, easy access to information and the media explosion, reputation management has gained even more importance. Therefore, corporate communications role has become significant and professional in nature.

Corporate communication and public relations

Corporate communication and public relations may mean different things to different people, because people and even organizations attribute different interpretations to its functions.

Corporate communication aims at promoting a favourable image among the public by establishing a strong corporate identity for the organization.

Public relations practitioners also try to establish and maintain mutual understanding between an organization and its public. The efforts of the public relations officer yield results within a short span of time when compared with the efforts of corporate communication officer who deals with establishing a corporate identity and image for the company.

MODULE VI

ADVERTISING

Evolution of advertising

Advertisings beginnings are impossible to pinpoint, but several examples dates back thousands of years. Clay tablets traced to ancient Babylon have been found with messages that touted an ointment dealer and a shoe maker. The town criers were an important advertising medium throughout England and other countries in Europe during the medieval period.

In more recent times the history of advertising is inextricably entwined with changing social conditions and advances in media technology. For instance Gutenberg's invention of printing using movable types made possible several new advertising media: posters, handbills and newspaper advertisements. Early 19th century, newspapers advertisements resembled what today are called classified advertisements.By1900, it was not unusual for leading magazines of the period (Harpers, Cosmopolitan, McClure's) to run 75 to 100 pages of advertisements in a typical issue.

The increased importance of advertising in the marketing process led to the birth of the advertising agency, an organization that specialized in providing advertising services to its clients.

The 1920's saw the beginning of radio as an attractive vehicle for national advertisers. The 1960's were characterized by the growth of the creative side of advertising as art directors, copy writers and TV directors had more input into the way advertising was presented

The 1980s and 1990s saw the social and media environment for advertising change drastically cable. Television opened up dozens of new and specialized channels that siphoned advertising dollars away from the major TV networks. A new advertising and marketing medium, the internet, arrived during the 1990s and saw remarkable growth.

Contemporary advertising seems healthy, but it must cope with social and technological changes to adapt to the modern world.

Functions of advertising

Advertising fulfils the following basic functions in society:

1) **Marketing function:** It serves a marketing function by helping companies that provide products or services sell their products. Personal selling, sales promotions and advertising blend together to help market the product.
2) **Education function:** People learn about new products and services or improvements in existing ones through advertising.
3) **Economic function:** Advertising encourages competition and competition in turn encourages product improvements and subsequently to reduced prices. Advertising reaches a mass audience and this leads to a reduced marketing cost through personal selling and distribution.

4) **Social function:** Rich experience of advanced nations has proved beyond doubt that advertising is accountable for the improvement in living standards of teeming millions. Improvement in standard of living implies increased production, better production and cheaper production, thus making more and more people of lower income brackets to enjoy the products that they did and could not in the past.

Criticism against advertising

1) Advertising can betray its role as a source of information by misrepresentation and by withholding relevant facts.
2) Advertising can have a corrupting influence upon culture and cultural values.
3) Advertising contributes to the stereotyping of particular groups that places them at a disadvantage in relation to others.
4) Much advertising directed at children apparently tries to exploit their credulity and suggestibility, in the hope that they will put pressure on their parents to buy products of no real benefit to them.
5) Advertising that fosters a lavish life style leads to a wastage of resources and spoils the environment.

Types of advertisements

Advertising can be categorized in various ways. The two broad categories are consumer advertising and trade advertising. Consumer advertising is directed at the public. Trade advertising is directed at wholesalers or distributors who resell to the public. Consumer advertising can be further divided into national advertising and local advertising. National advertising is aimed at consumers throughout the entire country. Local advertising is aimed at informing people in a particular area where they can purchase a product or service.

We can identify other different types of advertising as follows:

1) **Product advertising:** It is the most common type of advertising. The items advertised are consumer products. The advertising tells the story about the product and creates an aura about it as though it were a dream product.
2) **Concept advertising:** Here the advertising is not just confined to providing persuasive information about products and services, but also with the acceptance of idea not connected with the sale of products and services.
3) **Informative advertising:** In this case an immediate sale is not expected, example consumer durables such as refrigerators or a music system. These items are not bought on impulse as they cost a great deal of money and therefore are purchased after a great deal of consideration.
4) **Financial advertising:** This has become another highly specialized area. It covers banking operations, sales of shares inviting company deposits and debentures, etc.
5) **Institutional/corporate advertising**: This is public relation advertising: building the prestige of an institution or an organization.

6) **Export advertising:** This is yet another special category as the challenge here is that we are dealing with audiences in a foreign company.

7) **Government advertising:** This varies from classified advertisements, tender notices, employment notifications and industrial products produced in the public sector and such services.

8) **Classified advertising:** It provides valuable information, examples are employment market, birth, deaths, engagements and marriages, change of names, accommodation and housing availability and various services.

Advertising appeals

Advertising appeal is an unavoidable part of advertisement. It is the central idea that elicits the much desired response.

Advertising appeals can be classified into two. They are informational or rational appeals and emotional appeals. Informational of rational appeal focus on the consumer's practical or functional need for the products or service. Emotional appeals use an emotional message and are designed around an image intended to touch the heart and create a response based on feelings and attitudes. Advertisers can use emotional appeals in many ways in their creative strategy.

1) **Humour appeals:** The advertisement attempts to persuade by invoking feelings of good humour and laughter.

2) **Sex appeals:** Many advertisers view sex appeal as one of the most effective marketing practices today. Several research studies have found that sex appeal in advertising is attention grabbing, likable, arousing and memorable.

3) **Fear appeals:** The use of fear as a motivation in advertising places emphasis on the severity of the threat. Fear appeals have been used heavily in campaigns designed to combat drug addictions and other health related problems.

4) **Combination appeals:** These appeals combine informational/rational and emotional appeals. Consumer purchase decisions are often made on the basis of both the emotional and rational motives.

Structure and functions of advertising agencies

Advertising agencies are a recent component of the advertising industry as compared to the longest and the most colourful history of advertising itself. According to the American Association of Advertising Agencies, an agency is an independent business organization composed of creative people and business people who develop prepare and place advertising for sellers seeking to find customers for their goods and services.

Agencies can be classified by the range of services they offer.

In general terms, there are three main types:

1) Full- service agencies
2) Media buying services
3) Creative boutiques

As the name implies, a full service agency handles all phases of the advertising process for its clients; it plans, creates, produces and places advertisements. In addition it might also provide other marketing services such as sales promotions, trade shows exhibits, newsletters and annual reports.
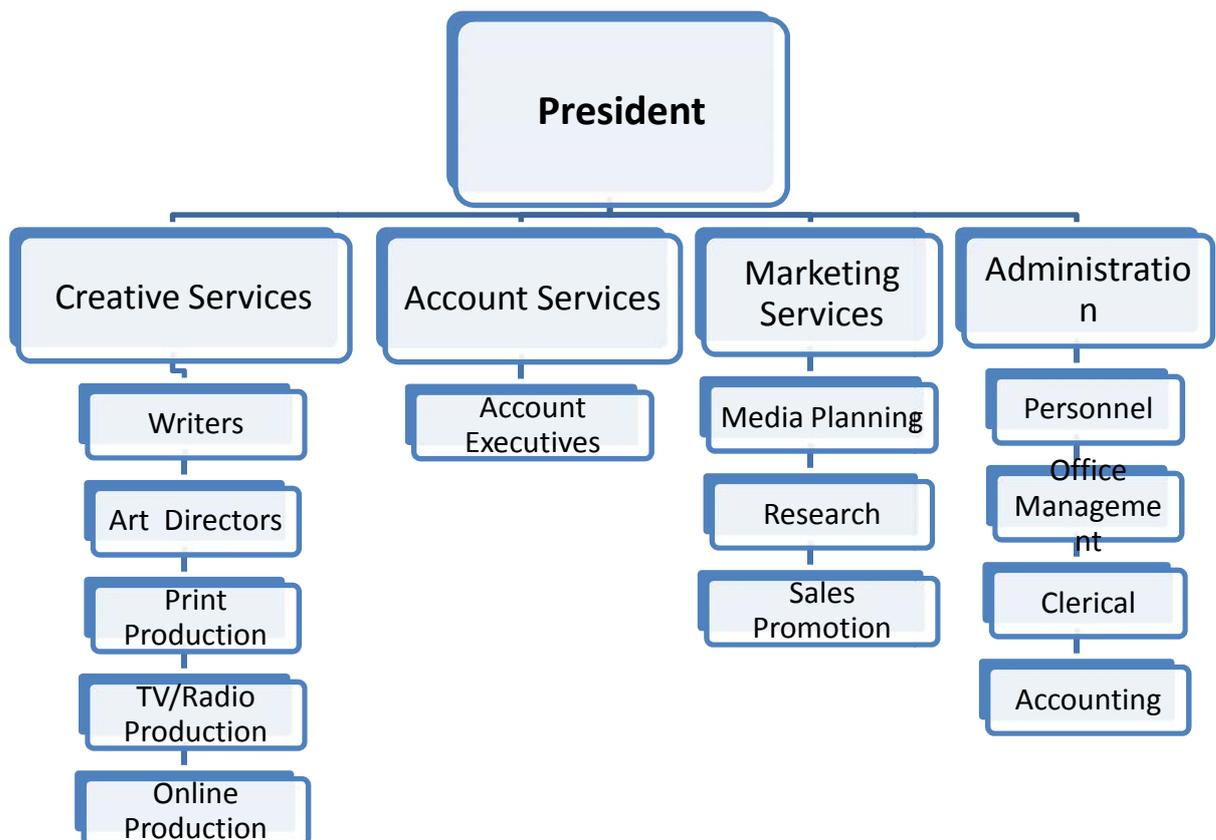
A media buying service specializes in buying radio and television time and re- selling it to advertisers and advertising agencies. The service sells time to the advertiser, orders the spots on the various stations, and monitors the stations to see it the advertisement actually run.

A creative boutique is an organization that specializes in the actual creation of advertisements. In general, boutiques create imaginative and distinctive advertising themes and produce innovative and original advertisements.

Departmental chart for a typical advertising agency

There are four major departments in any advertising agency. They are 1. Creative services 2. Account services 3. Marketing services 4. Administration

Organization chart of an advertising agency

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                        ┌─────────────┐
                        │  President  │
                        └─────────────┘
          ┌──────────────────┬──────────────────┬──────────────────┐
  ┌───────────────┐  ┌───────────────┐  ┌───────────────┐  ┌───────────────┐
  │ Creative      │  │ Account       │  │ Marketing     │  │ Administration│
  │ Services      │  │ Services      │  │ Services      │  │               │
  └───────────────┘  └───────────────┘  └───────────────┘  └───────────────┘
          │                  │                  │                  │
    ┌───────────┐      ┌───────────┐      ┌───────────┐      ┌───────────┐
    │  Writers  │      │ Account   │      │  Media    │      │ Personnel │
    └───────────┘      │ Executives│      │  Planning │      └───────────┘
          │            └───────────┘      └───────────┘            │
    ┌───────────┐                               │            ┌───────────┐
    │ Art       │                         ┌───────────┐      │ Office    │
    │ Directors │                         │ Research  │      │ Management│
    └───────────┘                         └───────────┘      └───────────┘
          │                                     │                  │
    ┌───────────┐                         ┌───────────┐      ┌───────────┐
    │ Print     │                         │ Sales     │      │ Clerical  │
    │ Production│                         │ Promotion │      └───────────┘
    └───────────┘                         └───────────┘            │
          │                                                  ┌───────────┐
    ┌───────────┐                                            │ Accounting│
    │ TV/Radio  │                                            └───────────┘
    │ Production│
    └───────────┘
          │
    ┌───────────┐
    │ Online    │
    │ Production│
    └───────────┘
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The creative department, as the name implies, actually produce the advertisements. The people in the department write the advertising copy (the headline, and message of the advertisements), choose the illustration, prepare artwork and/or supervise the scripting and production of radio and tv commercials.

The account services department is responsible for the relationship between the agency and the client. Because the advertising agency is an organisation outside the firm doing the advertising it is necessary to appoint someone, usually called an account excutive (AE) to promote communication between client and agency. The AE must represent the viewpoint of the agency to the client but at the same time keep abreast of the needs of the advertise. Since AE tends to be the person in the middle, his or her job is obviously an important one in the agency.

The marketing services department is responsible for advising the client as to what media to use for his/her messages. This department is also in charge of any sales promotions that are done in connection with the advertising. These may include such things as coupons, premiums and other aids to dealers.

Finally like any other business the advertising agency needs a department to take care of the day to day administration of the agency. This department is in charge of office management, clerical functions, accounting, personnel and training of new employees.

The Advertising Standards Council of India (ASCI)

The Advertising Standards Council of India, a voluntary association of advertisers, advertising agents, printers and publishers was set up in 1959 to uphold the cause of advertisers, to improve advertising standards and to protect the interest of consumers. ASCI has its headquarters in Bombay.

ASCI's primary goal is to maintain and enhance public's confidence in advertising. ASCI has drawn up a code of self- regulation for the advertising profession. ASCI endeavours to achieve compliance with its decision through reasoned persuasion and the power of public opinion.

Directorate of Advertising and Visual Publicity (DAVP)

Directorate of Advertising and Visual Publicity came int being in 1955 and is an important agency under the Ministry of information and broadcasting for providing publicity to the government ofd India. It has its headquarters in Delhi and regional offices in bangalore and guwahati. Its work is futher facilitated by two regional distrivution centers at Kolkata and Chennai with assistance from some 35 exhibition units. The directorate includes an exhibition wing, mass mailing wing, outdoor publicity wing, research wing,distribution wing and language wing in addition to the audio visual publicity cell. Each of these sections contribute in the preparation and distribution of multi media campaigns, print publicity, press advertising, exhibitions and audio visual publicity

Audit Bureau of Circulation Ltd. (ABC)

Audit Bureau of Circulation Ltd. (ABC) was formed in1948 to protect the interests of publishers and advertisers. Registered under the Companies Act,it works as a non-profit organisation with income from entrance fees and annual subscription from members.

The ABC's governing council has equal status membership for advertisers, advertising agencies and publishers. A member of one of these groups in elected every year as Chairperson of the bureau.

The Bureau publishes the exact circulation figures of the member's publications. The figures are considered the most authentic and dependable. It appoints a panel of chartered accountants to confirm through close scrutiny of records and files the veracity of the circulation claims made by the media. The publishers are expected to keep their records in a certain format designed and supplied by the ABC. Those who maintains records properly and prove that circulation figures are correct and dependable are given ABC certificates.

The newspapers and other periodicals fix their advertisement rates on the basis of the ABC certificates of their circulation figures.

Advertorials

Acolloquial expression of recent origin, it commonly refers to the advertisement features in newspapers on the ground that advertisers have paid for advertising space. It is blurring the distinction between editorial and advertising. It is usually believed that the higher the dependence on advetising as a source of revenue, the less independent the content from the interests of the advertisers and business generally. The pressure to maximise profits and the need to maintain political influence is resulting in newspapers in some instances selling their news space to political parties, compromising the principle of demarcation between news and view content. This practice is generally considered unethical from strictly journalistic point of view.

Surrogate Advertisements

Advertising regulation refers to the laws and rules defining the ways in which products can be advertised in a particular region. Two of the most highly regulated forms of advertising are tobacco advertising and alcohol advertising. The advertisers of these products in most instances choose to focus around the brand image and associative benefits instead of those aligned with consumption. They also tries to entice the consumers by using advertising which focus on someother products by the same producer so that the brand is imprinted in the minds of consumers. These advertisements are referred to as surrogate advertisements.

Internet Advertisements

Most large companies now treat web advertising as part of their normal advertising media mix along with radio, TV, print and outdoor. In addition, the growth of the dot- com internet companies has fueled the growth of web advertising.

There are several types of internet advertising. Banner advertisements are the most common. These are the banners that appear on the top, bottom or sides of a web page or are scattered throughout the content. It displays a company logo or catchy phrase and some are even animated to attract attention. Free-link exchange is an arrangement where one company offers banner advertisement space on its website to another company in exchange for space on the other company's site.

In addition to banner advertisements advertisers can sponsor chat rooms that are related to their products. They can also use direct e-mail campaigns. Websites devoted to a product or company are another form of web advertising. Companies spend a great deal of time and energy creating the site most appropriate for their product.

The prospects of on-line advertisements are hopeful and still to be unravelled.

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Suggested Readings :

1. Joseph A. Devito : Communicology : An introduction to the study of communication
2. Joseph R. dominick : The Dynamics of Mass Communication Theory
3. Melvin L. Defleur : Fundamentals of Human Communciation
4. Denis McQuail : Mass Communication Theory : An Introduction
5. Dr. J.V Vilanilam : Mass Communication in India
6. Agee, Ault and Emery : Main Currents in Mass Communicaton
7. Andrew Beck & Peter Bennet : Communication Studies
8. Rogers and Singhal : India's Communication Revolution
9. James Watson & Annie Hill : A Dictionary of Communication and Media Studies
10. Keval J Kumar : Mass Communication in India
11. D S Mehta : Mass Communication and Journalism in India
12. Seema Hassan : Mass Communication Principles and Concepts
13. Stanley J Baran and Dennis K Davis : Mass Communication Theory : Foundations, Ferment and Future
14. Ronald T Farrar : Mass Communication : An Introduction to the Field
15. V.S Gupta and Vir Bala Agarwal : Handbook of Journalism and Mass Communication

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